

CALL FOR ENTRY 2012

Art in the Heart

Discover Emerging Artists in
Downtown Bracebridge



Saturdays

July 7 to August 4

9:00 am—7:00 pm

WHAT'S IT ALL ABOUT?

Art in the Heart is a juried outdoor art market that takes place in the alleyways and public spaces of Downtown Bracebridge.

Modeled loosely after the Rue du Trésor in old Quebec City, Art in the Heart is a collection of new and emerging Muskoka artists who are "taking their art to the street".

The program, now in its fifth year, is a partnership between the Town of Bracebridge, Muskoka Arts & Crafts and Muskoka Small Business Centre.



Deadline to Apply: April 20, 2012

Why Should I Apply to Art in the Heart?

There are a number of reasons why Art in the Heart is a great show in which to participate. For example:

- It's inexpensive compared to many other art shows.
- It's heavily supported by marketing (radio, print, rack cards, posters, etc)
- The program offers training and support to artists who do not have a lot of exhibition experience.
- The program is supported by a Program Coordinator who is on site at all times to help artists deal with any problems that might arise.

Who Can Apply?

Art in the Heart participants must be:

- Residents of Muskoka (either permanent or seasonal). Proof of residency must be included with your application.
- The designer/maker of the work represented in his or her application. No work produced or sourced by any commercial means will be accepted. Ceramics from commercial molds, food or commercially available plans/patterns are ineligible.
- A new and emerging artist—this refers to an artist who has mastered the basic techniques of an art form and who is attempting to launch a career OR an artist who is taking his or her established career in a new direction.

How Do I Apply?

Follow these simple steps to apply:

- Complete the application form and submit it along with a CD containing 10 images of your best pieces. Save your images as a jpeg image using maximum quality. Art in the Heart will make every attempt to return your CD to you. Make sure that you label the CD with your name, but do not include your name or studio name on any of your digital file names.
- If you don't have the ability to submit your images on CD, contact Jill Harris at the Town of Bracebridge to make alternative arrangements. (705-645-5264 or jharris@bracebridge.ca)



What Do I Need to Know About My Space?

Part of the charm of Art in the Heart is the fact that it takes place outside in the alleyways and public spaces in Downtown Bracebridge. As a result, available spaces **vary greatly** in terms of size, shape, exposure and grade. When completing your application, give careful consideration to how much space you will need to display your artwork.

Cost to participate in Art in the Heart is \$40 + \$5.20(HST) or \$45.20 for **one Saturday**. Artists choosing two or more Saturdays will pay \$30 + \$3.90(HST) or \$33.90 **per Saturday**. Artists can book as many Saturdays as they wish. Booth fees are due at the time of application.

Acceptance into the Art in the Heart program means a space will be assigned to you. Then it will be up to you to design your own booth. That's where our great work-shops become invaluable.



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What's This About Workshops?

One of the things that separates Art in Heart from other arts programs is the training modules that we offer. Part of the booth fee includes a one day workshop that covers a wide variety of topics designed to make you "street ready" for your Art in the Heart appearance.

Although the workshops are considered mandatory for artists with less than two seasons of Art in the Heart experience, seasoned artists are encouraged to attend to refresh their skills for the coming season as well as to meet and assist new artists making their Art in the Heart debut.

Workshop topics include registering your business, HST, pricing, creating an eye-appealing display, insurance, marketing, and many other cool subjects.

There's lots of fun and lunch thrown in. It's also a great chance to meet some of the other artists who will be participating.

What Else Do I Need to Know?

Upon acceptance into the program, a set of rules and regulations will be sent to each artist. It is a good idea to review this document closely so that you can ask questions.

There will be only one artist allowed in each booth space. Artists are encouraged to bring plenty of fluids and snacks to get them through the extended hours of the show.

Refunds will be provided up to and including June 15, 2012. After that date, artists forfeit their registration fee should they need to cancel.

What's Left to Discuss?

In order to be juried, you will need to submit the following:

- Completed application form.
- Proof of Residency (this can be a copy of your driver's license, a copy of your tax bill, a hydro bill....anything with your name on it and a local address).
- A CD with 10 images of your work (alternate arrangements should be established in advance with Jill Harris).
- A cheque payable to the Town of Bracebridge in the amount of \$45.20 for one Saturday; or \$33.90 times the number of Saturdays you want to participate.



Send your application to:

Muskoka Art & Crafts

Attention: Art in the Heart

By Mail: Box 376, Bracebridge, ON P1L 1T7

In Person or by Courier: 15 King Street, Bracebridge, ON P1L 1H4

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Consistently rated as one of the most beneficial aspects of the Art in the Heart program, our workshops continue to evolve as the program grows. First time artists must attend Modules 1 and 2. Returning artists with two or more years Art in the Heart experience are excused from attending workshops unless they really want to. Module 3 is optional for everyone.

MODULE 1: The Basics

- **Customer Service Skills/Sales:** learn what is involved in making a sale, cash handling, body language, etc.
- **Visual Merchandising/Booth Design:** learn specifics about how to lay out your space, clever tricks for highlighting your merchandise, etc.
- **Pricing:** learn about the variables involved in pricing.

This module is offered Friday, May 25th from 9:00 am —12:00 noon or Tuesday, May 29th from 5:30pm—8:30 pm. Choose whichever date best suits your schedule.

NOTE: All artists are encouraged to bring one sample of your artwork to this module only so that facilitators can better provide advice on how to display your artwork.

MODULE 2: The Basics Continued

- **Basic Business Start Up:** includes information on government regulations and registrations, taxes, record keeping, merchant accounts, etc.
- **Basic Marketing:** covers branding, business cards, brochures, artist profile sheet, 30 second verbal commercial, etc.
- **Preparing For A Show:** learn what you need to know about juried shows, tips, developing a show checklist, planning and other useful tips for emerging artists.

This module is offered Friday, May 25th from 1:00 pm—4:00 pm or Wednesday, May 30th from 5:30 pm—8:30 pm. Choose whichever date best suits your schedule.

MODULE 3: Taking it up a Notch

- **Marketing 201:** enhancing your brand, developing a database, press releases, product photography, etc.
- **Overview of Copyrights/Legalities**
- **Business Resources:** learn about contracts/agreements/consignments, grants, on-line sales and other web resources.

This module is offered Friday June 1st from 9:00 am—12:00 noon or Tuesday June 5th from 5:30 pm—8:30 pm. Choose whichever date best suits your schedule.

NOTE:

All workshops take place in Council Chambers, Town of Bracebridge, 1000 Taylor Court. A light lunch will be provided on the May 25th workshop. Light refreshments will be served at all evening workshops.

**Register for the workshops by calling Dave Connell
at the Muskoka Small Business Centre at
705-646-9021 or dave@muskokasmallbusiness.ca**

**Don't forget to bring one sample of your artwork to the Module 1 Workshop.
We reserve the right to reschedule workshops due to insufficient registration numbers.**

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